

ORDER



Orders
Order / Rev: 721460
Alt Order #:
Product Desc: Early Vote-Judges Campaign 2012
Estimate:
Flight Dates: 10/15/12 - 10/25/12
Original Date / Rev: 10/10/12 / 10/10/12
Order Type: Political

WFMY-TV

Primary AE: Bill Lancaster
Sales Office: WFMY
Sales Region: LOC

Agency Name: Media Partners Inc/ POL
Buying Contact:
Billing Contact:
 13200 Strickland Road
 Raleigh, NC 27613

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Judges McGee, Bryant & Thigpen Can
Demographic: A25-54
Product Codes: PL-Judicial
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/24/12	18	\$3,490.00	\$2,966.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$3,490.00	\$2,966.50	0.00
Totals	18	\$3,490.00	\$2,966.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	10/17/12	10/19/12	CBS This Morning CBS This Morning	CM	8-10a	--111--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--111--			3		\$150.00		0.00				
N 2	WFMY	10/22/12	10/24/12	CBS This Morning CBS This Morning	CM	8-10a	111----	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	111----			3		\$150.00		0.00				
N 3	WFMY	10/17/12	10/19/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--111--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--111--			3		\$130.00		0.00				
N 4	WFMY	10/22/12	10/24/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	111----	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	111----			3		\$200.00		0.00				
N 5	WFMY	10/17/12	10/18/12	Price Is Right Price Is Right	CM	11a-12p	--11---	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--11---			2		\$225.00		0.00				
N 6	WFMY	10/22/12	10/23/12	Price Is Right Price Is Right	CM	11a-12p	11-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	11-----			2		\$225.00		0.00				

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